

# **U. S. Army Corps of Engineers Third Annual Partnerships Training APPL Convention 2004 For Profit Partnerships**

St. Louis, Missouri  
March 18 & 19, 2004

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***Strengthening Public Land Partnerships***



# Corporate Partnerships

- What corporate partnerships are represented in the room?
- What documents serve those partnerships?
- What questions do we have?  
What beliefs do we hold?
- What barriers have we encountered?

# Corporate Partnerships

## *Why do corporations give?*

### ✓ **Social responsibility**

- Reputation
- Risk profile/risk management

### ✓ **Marketing**

- Customers, Employees, Investors
- Competitiveness, Market position

### ✓ **Public relations**

- Innovation
- License to operate

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# Corporate Partnerships

## *What do corporations give?*

- ✓ Volunteers
- ✓ In-kind goods and services
- ✓ Loaned expertise
- ✓ Program marketing and public information – media access
- ✓ Funding

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# Corporate Partnerships

## *How do corporations give, and how much?*

- ✓ Work place giving and matching funds
- ✓ About 6% of all giving – slightly over \$10 billion of \$200 billion ++ in contributions
- ✓ Corporate good citizen programs
- ✓ Local and national focus
- ✓ Leverage
- ✓ Length of time as partner

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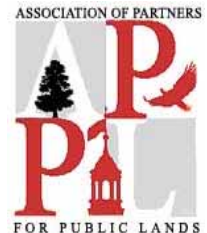
# Corporate Partnerships

## *Why would a corporation give to a Corps project?*

- ✓ Reputation
- ✓ Strong public trust
- ✓ Match between the land's needs and the corporate interests
- ✓ Strong volunteer opportunities
- ✓ Government connection

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# Corporate Partnerships

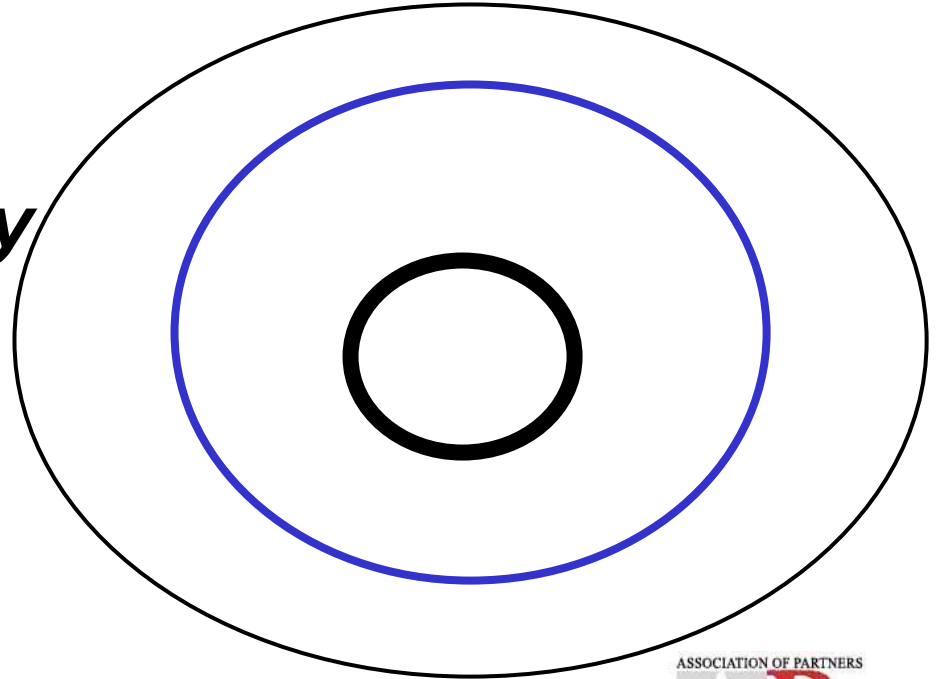
## *What are the implications for the Corps?*

- ✓ *Perception of commercialization*
- ✓ *Corporate image*
- ✓ *Direct contact with the visitor*
- ✓ *Implied endorsement*
- ✓ *Current contracting and/or litigation conflict*

# Developing a Corporate Partnership

*Who do you talk to?*

- ✓ *National*
- ✓ *Regional*
- ✓ *Community*



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# Developing a Corporate Partnership

*Where do you meet corporate donors?*

- ✓ Chambers, Civic groups, Visitors
- ✓ Tourism and economic development partnerships
- ✓ Community relations offices
- ✓ Internet

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# Developing a Corporate Partnership

## *How do you construct a case for corporate support?*

- ✓ Personal contact or well-written letter
- ✓ Plan for recognition and public relations
- ✓ Offer in-kind and volunteer opportunities
- ✓ Offer leverage
- ✓ Make the management burden clear and simple

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# Maintaining a Corporate Partnership

***What are the elements that sustain corporate partnerships?***

- ✓ Recognition – where the customer is
- ✓ Crisp solid reporting
- ✓ Personal contact with the decision maker
- ✓ Employee outreach and involvement
- ✓ Opportunity to meet others you know

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# Maintaining a Corporate Partnership

## *Some final thoughts*

- ✓ Just say 'no'
- ✓ Plan carefully
- ✓ 'Pre approve'
- ✓ React with trust
- ✓ Tend with care

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